

¹⁰ PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 4-10, 1988

[illegible]

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

12 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 4-10, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																										
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING PERS				W O M E N					M E N					T E E N S		CHILDREN										
DAY	TIME	DUR	NET	NO. OF T/C																															
	#STNS	CVG%	TYPE																																
																									</										

PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 4-10, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO. OF		AVG. AUD.	SH	AVG. AUD.	TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN				
#STNS	CVG%	TYPE	T/C	%		%	0,000	PERS	WOMEN	18-49	18-49 W/CH	18-34	18-49	25-34	35-44	45-54	18-34	18-49	25-34	35-44	45-54	TOT. 12-	FEM. 12-	TOT. 2-6	TOT. 6-11				
(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11				
EVENING CONT'D																													
CBS SUNDAY MOVIE-CONT'D	SUN	9.08P	120	CBS	3	17.9	29	1583	1679	315	212	47	828	198	399	402	429	360	679	164	339	346	352	280	87	37	85	52	
		210	98	FF	27	17.4	27	1541	1650	336	239	60	867	217	435	438	439	361	613	154	339	310	315	324	251	82	39	88	54
RED RIVER		9.00 - 9.30				19.6	29	1737	1700	283	180	57	830	145	356	399	443	408	717	112	311	354	417	335	72	31A	81	46	
		9.30 - 10.00				18.7	28	1657	1706	281	186	54	790	159	366	403	421	361	767	136	360	394	450	336	69	28A	80	51	
		10.00 - 10.30				18.2	29	1613	1680	283	190	52	782	160	368	401	420	352	763	146	373	407	440	324	64	23A	71	46	
		10.30 - 11.00				18.0	30	1595	1664	279	186	43	769	157	352	382	409	357	757	136	363	401	441	326	76	31A	62	43	
		11.00 - 11.30				16.7	31	1480	1667	283	200	45	796	188	385	394	408	360	738	144	354	385	422	324	74	36A	58	42A	
CHEERS(R)	THU	9.00P	30	NBC	3	20.2	33	1790	1629	320	267	104	740	304	507	449	323	196	467	214	337	295	199	106	183	86	239	149	
		210	99	CS	28	22.8	37	2023	1672	327	273	110	761	334	531	464	317	190	503	234	361	317	214	115	180	83	227	145	
						23.7	37	2104	1710	358	300	108	809	340	536	471	334	226	545	234	378	339	241	132	162	85	194	118	
CRIME STORY	TUE	10.00P	55	NBC	3	12.2	21	1081	1651	283	209	61	753	180	384	400	416	288	734	186	401	421	432	255	80	27A	83	50A	
		195	97	OP	21	12.3	22	1093	1664	279	209	60	762	164	394	411	435	295	730	200	422	403	408	245	89	36	83	50	
		10.00 - 10.30				12.1	21	1068	1614	281	208	58	752	179	385	389	406	305	682	197	392	376	373	234	99	45	81	47	
						12.4	21	1099	1655	285	208	58A	764	180	387	404	426	295	721	175	390	411	432	254	78	23A	92	57A	
10.30 - 11.00						12.0	22	1063	1641	280	209	64	736	179	379	393	402	278	748	200	413	432	430	255	83	32A	73	41A	
DALLAS	FRI	9.00P	60	CBS	2	16.2	28	1435	1546	282	202	47	907	201	391	406	397	452	463	97	207	228	216	212	52	30A	123	83	
		207	99	GD	25	16.2	28	1435	1582	295	215	52	927	191	394	415	418	469	489	109	227	245	228	219	51	30A	114	78	
		9.00 - 9.30				16.8	28	1490	1637	321	233	66	963	222	427	443	423	466	489	120	232	240	229	222	56	32	128	87	
		9.30 - 10.00				15.5	27	1373	1548	273	195	41A	899	186	380	399	398	452	469	90	205	229	221	218	51	27A	129	83	
						16.9	30	1497	1544	291	209	53	914	214	400	413	397	452	458	103	210	227	212	206	54	33A	118	82	
DAY BY DAY	SUN	8.30P	30	NBC	3	15.0	23	1329	1725	359	305	94	744	338	539	464	315	159	441	211	326	296	192	96	226	143	315	207	
		205	99	CS	6	12.8	20	1137	1760	346	293	90	751	325	523	445	318	185	485	222	342	304	208	108	215	128	309	207	
						14.3	22	1264	1799	346	294	92	779	336	537	460	327	200	499	223	364	315	221	107	220	132	301	204	
DAYS & NIGHTS-MOLLY DODD	THU	9.30P	30	NBC	3	14.6	24	1294	1546	329	267	121	754	311	523	473	337	192	452	190	329	303	212	103	144	77	196	111	
		206	99	CS	3	16.1	27	1424	1570	330	271	124	770	328	535	483	339	192	481	213	347	312	217	110	139	72	180	106	
						16.1	27	1424	1570	330	271	124	770	328	535	483	339	192	481	213	347	312	217	110	139	72	180	106	
DESIGNING WOMEN(R)	MON	8.30P	30	CBS	3	14.4	24	1276	1546	338	269	91	792	296	489	432	328	266	495	197	311	283	195	151	104	67	155	97	
		201	95	CS	7	14.5	23	1288	1546	347	272	91	837	293	487	449	355	303	483	162	279	278	218	165	78	44	148	84	
						14.3	21	1266	1587	345	271	91	843	289	481	454	363	313	493	166	284	278	230	171	97	56	154	87	
DOLLY	SAT	8.00P	60	ABC	3	9.1	18	806	1624	296	192	76A	829	171	367	387	408	403	545	79	223	252	305	283	85	39A	165	87	
		209	97	GV	10	8.8	16	783	1707	283	180	62	818	166	348	378	411	395	591	120	274	292	314	279	78	32A	220	141	
		8.00 - 8.30				10.3	18	915	1745	282	191	63	850	168	369	401	423	402	621	138	308	323	335	265	71	33	203	129	
		8.30 - 9.00				8.5	17	753	1609	295	192	71A	798	155	348	380	398	394	569	84A	233	262	316	294	94	41A	148	77A	
						9.7	18	859	1636	296	193	81	856	185	384	393	416	410	524	75	215	243	296	274	77	37A	180	96	
DRUGS: A PLAGUE(S)	CONT'D					10.5	17	930	1555	243	191	64A	610	216	395	398	290	158	782	344	560	524	384	156	78	17V	85	42A	

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

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PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 4-10, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING PERS WOMEN 18-49				W O M E N					M E N					T E E N S		CHILDREN			
DAY	TIME	DUR	NET	NO. OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	18- 34	18- 49	25- 54	35- 64	55+ 65+	18- 34	18- 49	25- 54	35- 64	55+ 65+	18- 34	18- 49	25- 54	35- 64	55+ 65+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11
EVENING CONT'D																												
DRUGS: A PLAGUE(S)-CONT'D																												
SUN	10.00P	60	ABC																									
	214	99	DN																									
	10.00 - 10.30																											
	10.30 - 11.00																											
DUET(R)																												
SUN	9.30P	30	FOX	3																								
	120	84	CS	25																								
'88 VOTE: WISCONSIN PRIM.(S)																												
TUE	9.02P	2	ABC																									
	216	98	P																									
EQUALIZER																												
WED	10.00P	60	CBS	3																								
	208	99	PD	22																								
	10.00 - 10.30																											
	10.30 - 11.00																											
FALCON CREST																												
FRI	10.00P	60	CBS	2																								
	206	99	GD	24																								
	10.00 - 10.30																											
	10.30 - 11.00																											
FAMILY DOUBLE-DARE																												
SAT	8.00P	30	FOX	1																								
	115	80	QG	1																								
FAMILY MAN																												
FRI	9.30P	30	ABC	3																								
	199	94	CS	4																								
FAMILY TIES(R)																												
SUN	8.00P	30	NBC	3																								
	206	98	CS	30																								
48 HOURS																												
THU	8.00P	60	CBS	2																								
	204	99	DN	4																								
HOLLYWOOD																												
	8.00 - 8.30																											
	8.30 - 9.00																											
FULL HOUSE(R)																												
CONT'D																												

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DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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APR. 4-10, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL	WORKING		LOH	W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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APR. 4-10, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
DAY	TIME	DUR	NET	NO. OF T/C	TYPE	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000		TOTAL PERS (2+)	WORKING WOMEN 18+ 49	LOH 18-49 W/CH <3	W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	WORKING WOMEN	W O M E N					M E N					T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
									18-18+		18-49	18-34	18-49	25-54	35-64	35-55+	18-34	18-49	25-54	35-64	35-55+	MALE 12-17	FEM. 12-17	TOT. 12-17	TOT. 2-6	MALE 6-11	FEM. 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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PROGRAM NAME DAYTIME DUR NET NO. #STNS CVG% TYPE OF T/C					K E Y	HOUSEHOLD AUDIENCES AVG. SH. AVG. AUD. % AUD. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									TOTAL WORKING WOMEN				W O M E N						M E N						T E E N S				
									PERS				18- 25-		15-	18- 18- 21- 21- 25-		15-	18- 18- 21- 21- 25-		15-	18- 18- 21- 21- 25-		15-	18- 18- 21- 21- 25-		12- 12-	MALE FEM.	
									(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	12- 12-	17	17
LATE FRINGE																													
ABC NEWS:NIGHTLINE					A	5.5	16	490	1421	257	195	199	63	708	202	366	356	411	374	79	609	238	386	343	398	373	28^	28^	
M-WF 11.30P 30 ABC 14					B	5.8	17	516	1389	273	205	210	63	729	194	382	368	423	385	65	564	194	335	306	359	336	26^	30^	
212 98 N 107					C	5.4	16	481	1400	254	184	192	64	713	182	359	341	400	364	64	582	183	326	302	362	335	25^	22^	
ABC WEEKEND REPORT-SAT.					A	2.2	8	195	1528	319^	295^	265^	151^	722	361	539	517	541	447	97^	573	294^	418	378	456	433	36^	70^	
SAT 11.30P 15 ABC 3					B	2.1	8	189	1521	306	251	235	130^	732	235	452	437	496	420	104^	571	285	399	341	387	361	35^	66^	
139 74 N 28					C	2.1	6	184	1446	309	239	235	85^	727	203	404	382	441	396	76^	551	201	333	308	374	339	23^	43^	
ABC WEEKEND REPORT-SUN.					A	2.4	9	213	1328	336	274^	301	15^	720	162^	406	406	462	447	59^	494	228^	411	405	431	378	<<	36^	
SUN 11.30P 15 ABC 3					B	2.1	9	189	1313	278	223	248	25^	620	179^	370	369	441	427	98^	598	287	467	434	470	413	8^	24^	
149 81 N 28					C	2.1	9	188	1375	261	210	215	60^	643	177	356	344	410	374	71^	598	213	393	372	439	410	37^	27^	
CAMPAIGN '88:WISCONSIN(S)					A	4.4	12	390	1343	236	167	159^	63^	660	155^	335	319	354	310	62^	531	171	336	319	350	316	24^	17^	
TUE 11.30P 19 CBS P																													
CBS LATE NIGHT I					A	3.6	14	315	1329	291	225	233	66^	706	242	415	402	444	404	95^	497	182	326	299	334	297	45^	28^	
MON 11.56P 65 CBS 13					B	3.5	14	308	1337	283	217	216	69^	695	213	399	376	418	384	103	520	196	336	311	358	306	42^	24^	
172 83 FF 113					C	3.7	15	328	1382	284	218	224	82	748	217	409	381	435	397	74^	523	178	320	303	354	313	26^	27^	
TUE 11.49P 66																													
WED 11.30P 66																													
THU 11.45P 66																													
FRI 11.45P 69																													
11.30 - 12.00					A	3.7	12	331	1394	287	215	229	68^	716	230	403	389	430	396	101	531	183	316	289	330	283	52^	41^	
12.00 - 12.30					A	3.5	14	314	1328	284	220	228	62^	701	245	412	401	440	400	93^	495	180	327	300	332	298	44^	29^	
12.30 - 1.00					A	3.4	16	305	1274	302	237	240	68^	702	246	426	411	458	413	91^	472	184	330	304	339	305	40^	16^	
1.00 - 1.30					A	3.6	19	319	1330	383	285	307	38^	788	227	454	454	517	479	84^	461	177^	325	299	345	308	20^	11^	
CBS LATE NIGHT II					A	2.6	15	227	1277	274	213	222	65^	675	257	434	414	451	411	115^	492	203	372	352	393	339	48^	15^	
MON 1.01A 44 CBS 15					B	2.3	14	203	1279	272	208	205	75^	661	235	417	390	428	394	112^	497	209	367	339	393	334	36^	27^	
172 83 FF 139					C	2.3	14	208	1342	303	235	236	91^	715	235	432	401	450	409	87^	510	203	351	329	379	328	26^	31^	
TUE 12.55A 45																													
WED 12.36A 47																													
THU 12.51A 50																													
FRI 12.54A 46																													
12.30 - 1.00					A	2.7	14	243	1312	282	217	232	62^	682	274	437	419	457	421	139	506	210	368	349	385	318	57^	21^	
1.00 - 1.30					A	2.6	15	227	1271	273	213	222	66^	677	255	435	413	451	411	110^	487	201	372	355	393	341	49^	13^	
1.30 - 2.00					A	2.4	16	210	1273	269	214	213	68^	668	249	435	415	450	407	110^	497	204	380	353	406	357	38^	16^	
CBS NEWS NIGHTWATCH-1					A	1.1	10	97	1234	310^	224^	257^	31^	708	205^	423	414	467	456	85^	445	137^	291^	259^	363	317^	8^	32^	
MON 2.26A 4 CBS 14					B	1.0	9	87	1210	312	235^	269^	53^	706	215^	420	387	443	436	58^	395	117^	242^	219^	298^	268^	18^	31^	
49 53 N 131					C	0.9	9	79	1248	288^	214^	220^	66^	694	230^	390	363	413	384	65^	459	174^	301^	278^	333	303^	20^	17^	
TUE 2.19A 11																													
CONT'D																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

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PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 4-10, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	TOTAL PERS	WORKING WOMEN				W O M E N						M E N						MALE	FEM.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
									(2+)	18+	18-49	25-54	15-24	18-34	18-49	21-49	21-54	25-54	15-24	18-34	18-49	21-49	21-54	25-54	12-17	12-17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 4-10, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
							AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN				W O M E N						M E N						T E E N S MALE FEM.		
										18- 18+	25- 49	25- 54	15- 24	TOTAL	18- 34	18- 49	18- 49	21- 54	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17
LATE FRINGE CONT'D																													
MASTERS GOLF HILITES-THU(S) THU 11.30P 15 CBS 193 94 SC						A	5.3	15	470	1375	295	224	239	18v	699	150	381	381	411	407	64^	559	167	360	342	374	336	21v	21v
MASTERS GOLF HILITES-FRI(S) FRI 11.30P 15 CBS 191 94 SC						A	4.6	12	408	1495	275	228	228	51^	769	230	443	426	452	420	60^	576	142^	327	295	337	322	44^	20v
SATURDAY NIGHT SAT 11.30P 78 NBC 3 202 99 GV 22						A	7.7	23	682	1474	292	235	189	175	621	299	419	362	390	314	148	575	309	459	426	448	371	100	79^
						B	7.8	24	688	1487	277	228	211	146	634	282	445	404	436	375	145	580	303	451	409	435	377	101	80
						C	8.1	24	721	1576	309	262	233	150	671	317	487	443	478	414	156	613	320	488	441	478	420	99	87
						A	9.0	24	797	1494	289	224	186	153	632	293	411	362	389	322	114	558	272	426	406	431	373	105	70^
						A	7.4	22	656	1451	280	224	179	187	608	293	417	358	387	307	166	584	343	483	442	460	369	93^	86^
						A	6.3	23	558	1408	313	270	205	195	594	313	422	353	379	297	188	574	316	474	423	447	356	99^	84^
TONIGHT SHOW MON-FRI 11.30P 60 NBC 15 202 99 GV 136						A	5.8	19	514	1322	257	199	203	73	698	207	387	365	409	372	82	493	194	308	292	328	280	40^	29^
						B	5.8	19	515	1356	267	209	202	92	706	219	403	367	412	371	92	518	198	324	307	344	294	43^	29^
						C	6.1	21	545	1406	280	220	211	92	740	232	417	385	434	392	95	543	212	351	325	360	311	38^	33^
						A	6.2	17	551	1337	256	195	203	68	717	205	395	378	423	385	79	488	184	294	278	315	270	40^	28^
12.00 - 12.30						A	5.3	20	473	1314	259	205	203	79	681	211	380	353	396	360	86	503	207	328	310	346	294	40^	29^
VIEWPOINT(S) THU 11.30P 73 ABC 215 98 N						A	3.8	13	337	1481	237	150^	151^	74^	699	148^	324	303	365	324	98^	627	200	361	328	394	348	45v	27v
						A	4.8	14	425	1541	250	166	159	86^	722	162	340	308	369	328	98^	640	193	366	336	397	356	57^	32v
						A	3.3	12	292	1444	230	139^	145^	62^	683	132^	310	299	367	328	102^	614	207^	361	326	393	342	38v	24v
						A	2.6	12	230	1361	204^	115^	136^	59v	660	138^	301	301	348	304	83^	619	209^	345	309	388	341	17v	18v

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

40 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 4-10, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C						KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
							AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING 18-49 WOMEN			W O M E N					M E N					TEENS		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
										W/CH	18-49	18-49	18-34	18-49	25-34	35-44	45-54	18-34	18-49	25-34	35-44	45-54	12-17	18-24	2-11	12-17	18-24																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 4-10, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									LOH WORKING			W O M E N							M E N		T E E N S			C H I L D R E N				
						DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	18-49 W/CH	WOMEN 18-	15-	18-	18-	25-	25-	35-	TOTAL	55+	MALE 12-	FEM. 12-	TOT. 15-	MALE 2-	FEM. 2-
#STNS	CVG%	TYPE	T/C		%	%	0,000	<3	18+	49	24	TOTAL	34	49	49	54	64	55+	17	17	17	11	11	5	11			
MONDAY-FRIDAY DAYTIME																												
ALL MY CHILDREN					A	6.7	24	597	155	256	226	151	872	376	593	478	542	383	215	225	60	14v	67	47^	43^	66	49^	61
MON-FRI 1.00P					B	7.1	25	625	150	254	228	148	858	385	597	481	535	362	208	241	65	17^	56	44	45	60	55	49
218 99 ABC DD 138					C	7.7	25	680	146	244	215	147	855	384	579	455	506	344	225	269	76	15^	40	31^	57	54	75	37^
1.00 - 1.30					A	6.4	23	563	162	256	225	147	875	370	595	482	550	396	213	230	61	12v	67	45^	43^	66	48^	61
1.30 - 2.00					A	7.2	26	634	147	255	226	155	864	379	588	471	532	369	215	220	60	15^	66	48^	43^	65	49^	59
AMERICAN TREASURY					A	4.9	17	434	91	177	140	141	840	225	403	295	330	359	402	244	113	25^	56^	41^	39^	75^	50^	64^
M-WF 3.58P					B	4.9	17	438	97	177	138	139	880	229	408	311	356	367	427	249	128	20^	65^	52^	37^	63^	34^	66
195 92 CBS DD 83					C	4.7	15	420	92	186	131	127	878	238	424	330	384	374	400	285	131	26^	52^	48^	36^	51^	38^	49^
ANOTHER WORLD					A	5.0	18	441	82	154	130	184	857	285	468	331	391	365	329	230	92	20^	74^	61^	68^	91	79	80
MON-FRI 2.00P					B	4.8	17	424	85	166	142	164	852	266	448	328	389	369	344	228	87	30^	76	64	52^	81	72	60^
202 98 NBC DD 135					C	5.1	17	453	85	200	172	154	869	278	469	346	405	370	342	280	107	23^	60	44^	29^	47^	45^	30^
2.00 - 2.30					A	5.0	19	445	87	157	133	185	868	297	483	342	403	359	325	232	89	21^	68^	58^	69^	99	82	86
2.30 - 3.00					A	4.9	18	438	77	150	126	183	846	273	453	320	380	371	333	228	95	19^	80	64^	68^	83	76^	74^
AS THE WORLD TURNS					A	6.5	24	578	102	173	138	102	888	211	393	312	352	361	455	238	118	19^	44^	32^	32^	71	53^	50^
MON-FRI 2.00P					B	6.6	24	581	106	155	121	108	900	211	386	299	345	358	468	260	132	18^	41^	28^	36^	56	46	47
209 99 CBS DD 140					C	6.6	22	586	93	168	121	114	913	230	421	325	385	390	431	273	122	19^	30^	30^	36^	47	46	37^
2.00 - 2.30					A	6.4	24	563	102	172	136	100	889	207	390	310	350	361	459	243	123	17^	40^	30^	33^	69	53^	50^
2.30 - 3.00					A	6.7	24	594	102	173	138	104	884	214	395	312	352	359	449	232	112	21^	47^	34^	31^	72	54^	50^
BOLD AND THE BEAUTIFUL					A	5.1	19	455	95	178	140	84	875	201	375	303	340	362	464	248	110	21^	36^	24^	39^	56^	54^	42^
MON-FRI 1.30P					B	5.4	19	477	101	161	128	96	883	205	371	289	333	360	468	269	117	20^	33^	21^	41^	50^	47^	44^
197 93 CBS DD 138					C	5.3	18	473	90	187	140	104	896	229	422	329	384	396	420	289	119	18^	22^	22^	41^	50^	51^	40^
CLASSIC CONCENTRATION					A	3.5	16	314	84^	103^	68^	91^	746	152	315	255	310	328	377	266	116	31^	62^	51^	71^	107^	99^	79^
MON-FRI 10.30A					B	3.7	16	325	82	124	85	77^	766	149	311	257	319	347	393	282	112	35^	41^	39^	66^	86	81^	71^
142 76 NBC QG 136					C	3.6	16	322	86	151	114	81	804	186	354	288	356	340	382	332	149	24^	29^	25^	48^	67^	70^	46^
DAYS OF OUR LIVES					A	6.5	23	572	93	162	137	226	845	302	483	330	398	348	294	231	77	29^	99	94	46^	90	63	73
MON-FRI 1.00P					B	6.5	23	576	93	165	142	195	845	284	470	336	400	354	310	233	76	43^	99	88	43^	84	61	66
204 99 NBC DD 138					C	7.1	23	627	92	192	163	177	856	294	491	360	423	367	301	275	101	27^	77	62	34^	49	50	34^
1.00 - 1.30					A	6.2	22	549	81	162	136	219	837	280	461	318	394	355	300	240	75	31^	106	100	39^	81	57^	63
1.30 - 2.00					A	6.7	24	594	105	162	137	233	856	323	506	342	403	342	289	224	80	27^	92	89	54^	98	68	83
GENERAL HOSPITAL					A	7.1	25	627	120	225	190	168	847	356	525	398	447	329	273	217	90	25^	80	55	49^	58	51^	57
MON-FRI 3.00P					B	7.4	26	659	115	229	194	156	850	348	527	411	465	350	269	233	90	25^	69	53	41	54	46	49
217 99 ABC DD 138					C	8.1	26	720	124	239	201	166	874	363	544	415	465	342	279	234	88	24^	67	49	46	51	57	40
3.00 - 3.30					A	7.0	25	617	128	223	187	172	860	371	537	403	451	326	274	214	91	24^	76	52^	50^	61	54^	57
3.30 - 4.00					A	7.2	25	636	113	228	193	165	836	342	514	394	443	334	273	220	89	26^	83	57	48^	56	48^	56
GUIDING LIGHT					A	6.2	22	551	87	182	148	119	860	217	396	307	343	354	429	242	113	21^	52^	42^	34^	73	55^	52^
MON-FRI 3.00P					B	6.2	22	551	103	184	149	132	890	227	408	313	352	360	443	247	123	22^	60	47^	34^	63	46^	51
208 99 CBS DD 139					C	6.1	20	545	92	190	135	122	900	238	432	338	389	391	417	263	120	18^	46^	39^	35^	52	44^	43^
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

44 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 4-10, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C						K E Y	HOUSEHOLD AUDIENCES AVG. AUD. SH % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
									LOH WORKING			W O M E N							M E N		T E E N S			C H I L D R E N						
									18-49 W/CH	18- 49	15- 24	18- 34	18- 49	25- 34	25- 34	35- 55+	TOTAL	55+	MALE 12-17	FEM. 12-17	TOT. 15-17	MALE 2-11	FEM. 2-11	TOT. 5-11	TOT. 6-11					
MONDAY-FRIDAY DAYTIME CONT'D																														
GUIDING LIGHT-CONT'D 3.00 - 3.30 3.30 - 4.00						A A	6.2 6.3	22 22	546 558	88 86	178 184	144 151	120 118	857 861	215 219	389 401	299 313	335 349	351 355	432 424	240 244	112 114	20^ 21^	50^ 54^	41^ 43^	35^ 32^	76 70	59^ 51^	52^ 52^	
HOME MON-FRI 11.30A 30 ABC 15 178 88 1A 60						A B C	2.5 2.6 2.7	11 11 11	222 231 238	154 128 150	256 255 251	233 221 212	103^ 114^ 103^	770 767 798	312 308 307	527 504 526	433 405 438	477 453 484	360 355 377	199 215 226	246 251 251	58^ 65^ 67^	28v 22v 20v	33v 40^ 29^	23v 27v 25v	79^ 61^ 49^	75^ 64^ 54^	76^ 69^ 70^	78^ 57^ 33^	
LOVING MON-FRI 12.30P 30 ABC 15 177 88 DD 138						A B C	3.8 3.9 4.2	15 15 15	335 347 373	162 146 145	236 241 245	217 224 223	124 127 143	819 834 840	372 394 387	550 576 576	453 469 453	515 516 493	339 324 331	206 212 225	221 215 240	51^ 54^ 61^	14v 18v 19^	63^ 44^ 39^	39^ 33^ 31^	46^ 53^ 72	86^ 65^ 53^	43^ 53^ 81	89^ 66^ 43^	
MAIN STREET 7(S) TUE 4.00P 60 NBC 9 138 83 CN						A A A	2.1 2.2 2.1	7 7 6	186 195 186	40v 39v 40v	114^ 115^ 107^	87v 96^ 73v	159^ 184^ 125^	644 653 605	136^ 166^ 98^	272^ 301^ 229^	201^ 213^ 180^	238^ 249^ 215^	287^ 299^ 261^	336^ 316^ 341^	415 395 417	177^ 168^ 179^	46v 46v 44v	153^ 158^ 140^	103^ 112^ 88v	19v 11v 26v	57v 59v 53v	41v 34v 46v	36v 37v 33v	
NBC NEWS DIGEST-DAYTIME MWF 2.57P 1 NBC 9						A B	4.6 4.4	17 16	408 391	66^ 73	148 162	118 136	183 171	828 818	269 250	441 435	317 321	372 375	368 384	333 329	225 236	90 74	29^ 47^	108 98	82^ 87	65^ 51^	85^ 77	71^ 70^	79^ 59^	
192 95 N 83						C	4.7	16	415	74	193	167	154	834	250	448	337	392	375	331	294	102	30^	82	60^	30^	46^	43^	33^	
NEW CARD SHARKS MON-FRI 10.30A 30 CBS 15 158 78 QP 140						A B C	2.8 3.0 3.1	13 13 13	252 262 276	54^ 63^ 76^	117^ 113 138	90^ 88^ 101	36^ 47^ 60^	637 668 705	139 155 179	289 296 319	267 261 267	303 299 324	319 316 332	313 334 329	397 393 431	202 212 244	25v 37^ 24^	32v 40^ 25^	29v 30^ 18v	83^ 67^ 74^	108^ 94^ 72^	66^ 56^ 84^	126^ 105 62^	
NEWSBREAK-11.57 MON-FRI 11.57A 2 CBS 15 174 80 N 139						A B C	4.5 5.0 5.3	19 20 21	402 440 471	61^ 73 64	112 129 170	81^ 100 126	54^ 71 72	689 726 749	152 161 178	306 313 319	263 257 256	287 291 305	292 302 309	359 380 380	414 396 417	198 207 213	26^ 21^ 19^	29^ 34^ 23^	22^ 23^ 17^	75^ 61 54^	105 84 62	82^ 69 68	97 76 48^	
NEWSBREAK-3.44 MON 3.37P 1 CBS 15 193 91 N 139						A B C	5.1 5.2 5.3	18 18 17	452 464 469	99 115 93	192 192 193	162 161 144	125 138 118	886 893 895	235 243 236	406 407 413	313 309 321	345 343 369	353 345 378	448 451 434	256 266 260	131 131 118	20^ 22^ 19^	62^ 69 47^	46^ 51^ 36^	36^ 40^ 36^	71^ 71 56	54^ 51^ 45^	53^ 60 47^	
ONE LIFE TO LIVE MON-FRI 2.00P 60 ABC 15 216 99 DD 136						A B C	6.6 6.9 7.7	24 25 26	588 614 683	157 152 145	215 227 226	184 197 196	158 153 154	868 869 874	387 379 375	571 571 571	444 448 441	503 507 493	355 360 358	238 239 251	200 216 233	75 78 88	17^ 19^ 16^	64 52 45	41^ 39^ 33^	46^ 43^ 49	79 68 55	70 62 69	55^ 49 36^	
2.00 - 2.30 2.30 - 3.00						A A	6.5 6.7	24 24	578 595	158 157	220 210	189 179	154 164	858 882	388 388	569 576	445 446	506 502	354 358	227 250	208 194	76 74	17^ 18^	62 66	39^ 44^	47^ 46^	82 77	71 70	58^ 53^	
PRICE IS RIGHT 1 MON-FRI 11.00A 30 CBS 15 209 97 AP 139						A B C	4.7 4.9 5.2	22 21 22	420 430 458	70^ 62 67	110 104 149	82 74 99	55^ 68 73	653 684 725	139 147 169	279 277 301	235 221 236	258 246 278	296 292 304	350 383 383	409 397 437	197 205 232	34^ 33^ 22^	27^ 33^ 22^	27^ 30^ 18^	107 83 71	120 102 71	87 74 80	141 111 63	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

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PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 4-10, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									LOH WORKING			W O M E N						M E N		T E E N S			C H I L D R E N					
									18-49 W/CH	WOMEN 18-		15-	18-	18-	25-	25-	35-			MALE 12-	FEM. 12-	TOT. 15-	MALE 2-	FEM. 2-	TOT. 2-	TOT. 6-		
DAY	TIME	DUR	NET	NO. OF T/C		Avg. AUD. %	SH %	Avg. AUD. 0,000	<3	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	17	17	17	11	11	5	11
MONDAY-FRIDAY DAYTIME CONT'D																												
PRICE IS RIGHT 2					A	6.1	27	542	67	107	81	55^	672	135	280	237	262	291	367	423	222	29^	31^	25^	99	108	88	119
MON-FRI 11.30A					B	6.3	27	562	63	114	85	70	709	153	291	233	261	291	390	412	224	29^	32^	26^	77	90	75	92
209 97 CBS AP 141					C	6.6	27	587	60	152	106	72	736	169	298	234	277	294	395	441	235	20^	22^	18^	66	66	76	56
RYAN'S HOPE					A	2.3	9	204	161^	233	214	115^	828	351	551	471	524	335	224	284	64^	19^	76^	46^	72^	104^	66^	110^
MON-FRI 12.00N					B	2.5	10	218	146	249	230	122	826	381	572	479	512	313	221	270	64^	25^	54^	41^	60^	69^	63^	65^
163 80 ABC DD 138					C	2.9	11	259	140	253	230	130	822	391	582	479	518	326	201	263	55^	21^	52^	37^	83^	57^	89^	51^
SALE OF THE CENTURY					A	3.2	14	280	43^	135	89^	56^	749	129	281	247	294	297	421	332	157	7^	52^	25^	38^	84^	57^	64^
MON-FRI 10.00A					B	3.3	14	291	47^	138	94	46^	761	130	277	248	305	309	426	347	161	17^	32^	24^	53^	59^	59^	53^
144 76 NBC QG 136					C	3.2	14	280	65^	149	113	51^	781	151	320	279	329	317	412	407	203	17^	22^	18^	45^	51^	60^	37^
SANTA BARBARA					A	4.5	16	397	84^	137	112	199	828	238	432	296	363	410	329	234	91	27^	114	76^	49^	82^	64^	68^
MON-FRI 3.00P					B	4.5	16	401	91	151	124	189	813	235	433	305	374	405	311	234	77	39^	102	84	42^	73	66	48^
198 98 NBC DD 135					C	4.9	16	434	92	184	153	173	829	260	458	338	408	383	301	277	101	29^	103	71	33^	52^	49^	35^
3.00 - 3.30					A	4.4	16	393	91	130	106	190	828	240	433	303	371	409	327	232	91	23^	113	72^	51^	81^	68^	64^
3.30 - 4.00					A	4.5	16	402	76^	144	117	207	824	235	428	288	354	409	330	234	92	30^	115	80^	48^	82^	59^	71^
SCRABBLE					A	4.0	15	353	50^	101	66^	93^	761	110	260	210	270	340	440	311	154	39^	50^	67^	42^	75^	52^	66^
MON-FRI 12.30P					B	4.0	15	356	50^	108	72^	82	774	110	264	216	279	349	447	312	157	39^	50^	55^	47^	68^	51^	65^
159 84 QG 151					C	4.1	15	365	62^	142	107	76	800	156	312	254	308	326	434	351	183	22^	30^	29^	44^	53^	55^	42^
SUPER PASSWORD					A	3.4	14	301	61^	114	79^	77^	732	130	281	247	296	301	402	305	158	39^	58^	68^	46^	82^	65^	63^
MON-FRI 12.00N					B	3.4	13	301	56^	115	77^	77^	738	119	273	231	283	306	413	299	161	43^	52^	60^	56^	72^	61^	67^
159 73 NBC QG 137					C	3.4	13	304	71^	120	88	82^	779	162	308	246	294	303	423	336	177	23^	35^	30^	49^	62^	68^	42^
\$25,000 PYRAMID					A	2.4	11	211	71^	117^	83^	37^	689	165	302	273	297	316	363	394	168	18^	34^	16^	89^	78^	56^	111^
MON-FRI 10.00A					B	2.4	11	211	71^	117^	83^	37^	689	165	302	273	297	316	363	394	168	18^	34^	16^	89^	78^	56^	111^
167 78 CBS QP 5					C	2.4	11	211	71^	117^	83^	37^	689	165	302	273	297	316	363	394	168	18^	34^	16^	89^	78^	56^	111^
WHEEL OF FORTUNE					A	4.8	21	424	63^	151	97	89	827	144	297	230	292	338	468	315	156	26^	37^	40^	34^	88	77^	44^
MON-FRI 11.00A					B	5.2	23	461	64	168	115	85	833	161	312	244	305	350	461	329	163	34^	29^	33^	41^	72	68	45^
206 98 NBC QG 138					C	5.6	23	498	68	163	115	71	817	167	311	254	317	325	444	363	185	17^	24^	21^	38^	53	60	31^
WHO'S THE BOSS? M-F					A	3.3	15	292	139	271	252	146	619	298	469	362	390	253	122	273	37^	58^	89^	62^	143	130	105^	168
MON-FRI 11.00A					B	3.1	14	279	121	268	244	153	627	303	470	356	382	263	131	300	47^	53^	91^	62^	107	111	97	121
155 78 ABC CS 138					C	3.5	15	311	130	248	223	135	698	320	502	393	424	290	166	296	55^	44^	64^	47^	107	86	117	76^
WIN, LOSE OR DRAW					A	4.1	18	363	72^	147	112	121	752	178	352	277	328	335	349	286	111	40^	74^	63^	48^	120	93	75^
MON-FRI 11.30A					B	4.4	19	392	76	162	124	117	758	182	352	269	320	340	355	308	114	46^	57^	50^	60^	100	87	72
183 88 NBC QG 151					C	4.2	17	376	95	172	138	101	794	215	389	309	367	338	348	320	128	27^	39^	34^	50^	75	80	46^
YOUNG AND THE RESTLESS					A	7.5	29	666	111	171	140	98	846	235	425	339	371	349	390	246	121	15^	34^	24^	58	96	96	57
MON-FRI 12.30P					B	7.9	30	701	119	184	155	122	867	253	444	341	380	360	385	260	121	17^	39	30^	48	77	73	52
211 99 CBS DD 141					C	8.1	29	716	109	200	163	128	874	277	461	349	399	362	362	281	124	17^	29^	26^	43	65	71	37
12.30 - 1.00					A	7.2	28	638	110	167	137	93	841	224	418	337	368	355	393	255	126	13^	32^	22^	58	92	96	55
1.00 - 1.30					A	7.8	29	691	113	175	144	104	855	246	433	343	376	346	389	239	117	17^	37^	26^	58	99	97	60

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APR. 4-10, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
									TOT. PERS.		WOMEN		MEN		TEEN S					CHILDREN										
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	15-24	18-49	15-24	TOTAL	MALE	FEM.	TOTAL	TOTAL	TOTAL	MALE	FEM.	TOTAL	TOTAL	MALE	FEM.	TOTAL	TOTAL	MALE	FEM.	TOTAL	TOTAL
#STNS	CVG%	TYPE				%	%																							
WEEKEND DAYTIME CHILDREN																														
ALF-SAT MORN					A	5.4	19	478	1382	101^	326	260	70^	178	188	97^	91^	125^	63^	691	334	356	322	369	161	208	172	197		
SAT 10.00A					B	5.7	20	508	1475	125	360	274	97	239	222	101	121	144	78	654	333	321	275	379	195	184	193	187		
202 99 NBC CA 22					C	6.2	21	547	1497	136	368	307	89	237	221	106	114	141	80	671	342	329	271	400	214	185	199	200		
ALL NEW POUND PUPPIES					A	2.3	13	204	1150	61^	231^	179^	85^	214^	105^	59^	46^	62^	43^	600	259^	341	229^	371	178^	192^	206^	165^		
SAT 8.30A					B	3.1	15	275	1263	52^	254	188	55^	173	120^	35^	85^	89^	31^	716	345	371	267	449	225	224	244	205		
204 97 ABC CA 11					C	3.2	15	280	1378	67^	260	209	45^	186	141	61^	80^	97^	44^	791	400	391	303	488	259	228	261	227		
ALVIN AND THE CHIPMUNKS					A	5.6	20	496	1444	135	305	259	54^	145	255	110^	145	175	80^	738	280	458	302	436	158	278	204	232		
SAT 10.30A					B	6.0	21	535	1451	143	353	284	89	200	261	112	149	166	95	637	272	365	244	393	165	228	191	202		
202 94 NBC CA 31					C	6.3	22	561	1519	154	369	312	87	220	231	92	139	143	88	699	324	375	297	401	190	211	203	198		
ANIMAL CRACK-UPS					A	4.3	15	381	1370	70^	402	270	110^	360	163^	76^	87^	126^	38^	445	262	182	182	262	174	88^	151^	112^		
SAT 12.00N					B	3.7	13	331	1444	110	400	282	120	377	203	101^	102^	120	83^	464	269	195	178	285	180	105^	139	146		
179 84 ABC CL 23					C	3.6	12	319	1534	135	449	337	112	374	208	88	120	129	79^	503	272	231	196	307	167	140	146	160		
BUGS BUNNY & TWEETY SHOW					A	4.8	17	425	1379	118^	374	293	122^	315	160	92^	68^	105^	55^	531	268	263	232	298	159	140^	174	124^		
SAT 11.00A					B	4.9	17	434	1432	131	379	286	136	342	180	106	74^	100	80^	530	289	241	232	298	180	118	184	114		
203 93 ABC CA 11					C	5.0	17	445	1488	140	395	309	122	323	205	116	89	116	90	564	322	242	250	314	177	137	190	124		
DENNIS THE MENACE					A	3.5	13	310	1527	132^	345	245	100^	259	220	115^	105^	155^	65^	703	346	356	320	383	189^	194^	201^	182^		
SAT 11.30A					B	3.2	11	284	1477	88^	290	188	88^	264	224	119^	104^	156	68^	700	354	346	270	429	225	205	200	229		
184 89 CBS CA 15					C	3.6	12	321	1569	127	361	262	92	266	225	110	115	135	90	717	403	314	326	391	234	158	192	200		
FLINTSTONE KIDS					A	4.1	15	363	1383	112^	403	308	108^	309	125^	68^	57^	77^	48^	545	250	295	274	270	162^	109^	179	91^		
SAT 11.30A					B	4.0	14	354	1500	143	387	298	121	297	194	92^	102	93^	101	623	321	302	280	343	201	142	209	134		
196 91 ABC CA 10					C	4.1	14	359	1536	140	421	328	109	301	196	89	108	114	83	617	321	296	273	344	173	171	198	146		
FOOFUR					A	3.0	10	266	1440	150^	361	260	59^	206^	287	127^	159^	213^	73^	587	165^	422	231^	356	81^	275	217^	139^		
SAT 12.00N					B	3.5	12	310	1516	152	360	260	133	265	253	104^	149	154	98^	637	249	388	286	351	133	218	206	146		
142 71 NBC CA 29					C	3.4	12	303	1501	157	397	322	109	252	247	105	142	145	102	604	298	306	275	329	158	172	171	158		
FRAGGLE ROCK					A	4.0	15	354	1493	178^	336	258	68^	166^	254	116^	138^	147^	107^	737	268	468	335	402	143^	259	212	189		
SAT 11.00A					B	4.8	17	428	1534	156	387	296	87	197	251	101	151	147	104	698	304	394	301	397	173	224	213	184		
190 94 NBC CA 3					C	4.8	17	428	1534	156	387	296	87	197	251	101	151	147	104	698	304	394	301	397	173	224	213	184		
GALAXY HIGH SCHOOL					A	3.4	12	301	1509	146^	386	250	96^	303	228	136^	93^	141^	87^	592	323	269	260	332	167^	166^	152^	181^		
SAT 12.30P					B	2.9	10	253	1507	130^	370	226	91^	304	232	136^	96^	142^	90^	601	302	299	248	353	173^	180^	188	165^		
166 83 CBS CA 11					C	2.9	9	259	1605	161	414	302	119	300	262	133	129	145	117	629	347	282	268	361	211	150	166	195		
GUMMI BEARS					A	3.3	23	292	1352	82^	333	265	52^	178^	184^	92^	92^	95^	89^	657	373	284	229	428	241	187^	189^	239		
SAT 8.00A					B	3.9	23	343	1339	81^	325	237	62^	193	141	78^	63^	83^	58^	680	375	305	219	461	262	199	234	227		
201 99 NBC CA 3					C	3.9	23	343	1339	81^	325	237	62^	193	141	78^	63^	83^	58^	680	375	305	219	461	262	199	234	227		
HELLO KITTY					A	1.9	13	168	1156	107^	416	260^	32^	286^	8^	6^	<<	7^	<<	446	220^	226^	124^	323^	156^	167^	219^	104^		
SAT 8.00A					B	2.2	13	198	1188	57^	285	189	44^	253	41^	7^	34^	21^	20^	609	293	317	206	404	189	215	246	158^		
201 96 CBS CA 30					C	2.1	13	183	1295	56^	296	200	40^	240	84^	51^	32^	50^	33^	675	347	328	224	451	239	211	273	177		
I'M TELLING					A	2.1	7	186	1496	169^	437	275^	49^	195^	246^	121^	124^	192^	54^	618	227^	391	170^	448	135^	313^	256^	192^		
CONT'D																														

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APR. 4-10, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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										15- (2+)	18- 24	15- 24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						</

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PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 4-10, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C OF						K E Y	HOUSEHOLD AUDIENCES AVG. SH AVG. AUD. % AUD. % % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		T E E N S		C H D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
										TOT. WORK. PERS ING WOM.		W O M E N 18- 25- TOTAL 49 21+ 54				M E N 18- 18- 18- 21- 21- 25- 25- 35- TOTAL 24 34 49 21+ 49 54 49 54 64 55+										TOT. MALE 12- 12- 17 17	TOT. 2- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
WEEKEND DAYTIME SPORTS CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 4-10, 1988

58

PROGRAM AUDIENCE ESTIMATES (Alpha)

										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			TEENS		CHD		
PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			TOT. WORK. PERS ING		W O M E N				M E N											TOT. MALE		TOT.
DAY	TIME	DUR	NET	NO. OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. (2+)		WOM. 18+	TOTAL	18-49	21+54	TOTAL	18-24	18-34	18-49	21+49	21-54	25-49	25-54	35-64	55+	12-17	12-17	2-11						
WEEKEND DAYTIME SPORTS CONT'D																																	
NBA ON CBS-CONT'D																																	
	2.00 - 2.30					A	5.5	18	487	1354	182	364	223	353	210	766	100^	367	514	735	483	545	414	476	280	190	109^	93^	115^				
	2.30 - 3.00					A	5.9	19	523	1416	192	422	248	399	232	772	128	363	499	722	449	523	371	445	281	199	98^	80^	124^				
NBC MAJOR LEAGUE PRE GAME																																	
SAT	3.00P	19				B	4.1	15	363	1261	139^	407	205	395	215	547	52^	204	355	525	333	364	303	334	212	161^	115^	88^	192				
	203	99	NBC		1	C	4.1	15	363	1261	139^	407	205	395	215	547	52^	204	355	525	333	364	303	334	212	161^	115^	88^	192				
NBC MAJOR LEAGUE BASEBALL																																	
SAT	3.19P	169				A	5.9	18	523	1367	147	467	192	455	182	663	49^	182	342	642	321	375	293	347	283	267	115^	84^	122				
	203	99	NBC		1	B	5.9	18	523	1367	147	467	192	455	182	663	49^	182	342	642	321	375	293	347	283	267	115^	84^	122				
			SE		1	C	5.9	18	523	1367	147	467	192	455	182	663	49^	182	342	642	321	375	293	347	283	267	115^	84^	122				
NY METS VS PHILADELPHIA																																	
TORONTO VS MINNESOTA																																	
	3.00 - 3.30					A	4.8	17	425	1311	155	450	205	434	196	610	56^	190	388	582	361	386	332	357	256	197	126^	97^	127^				
	3.30 - 4.00					A	5.9	20	523	1300	129	436	193	424	174	645	52^	169	358	622	336	378	306	348	279	244	118^	91^	101^				
	4.00 - 4.30					A	6.1	20	540	1329	137	458	184	445	176	640	50^	163	330	618	308	370	279	341	283	248	112^	89^	121				
	4.30 - 5.00					A	6.2	19	549	1405	149	474	194	459	179	685	39^	172	320	672	307	372	281	347	289	300	107^	83^	139				
	5.00 - 5.30					A	6.0	18	532	1430	166	475	195	466	189	699	51^	207	353	671	326	390	302	366	294	282	125	89^	130				
5.30 - 6.00																																	
6.00 - 6.30																																	
PRO BOWLERS TOUR																																	
SAT	3.03P	88				A	3.8	13	337	1366	147^	607	218	594	217	593	37^	124^	244	573	224	313	207	295	314	261	65^	52^	101^				
	203	95	ABC		3	B	4.2	13	376	1471	174	617	257	602	252	641	50^	155	305	615	279	339	255	315	306	276	62^	51^	151				
	3.00 - 3.30					C	4.4	12	391	1475	163	641	244	630	248	640	36^	138	297	623	279	341	261	323	313	282	59^	37^	134				
	3.30 - 4.00					A	3.6	13	319	1338	140^	581	181^	581	196^	606	31^	127^	225	593	213	294	194^	276	297	299	63^	53^	88^				
	4.00 - 4.30					A	3.9	13	346	1382	142^	606	221	592	222	606	37^	131^	247	590	231	329	210	309	320	261	70^	62^	100^				
	4.30 - 5.00					A	3.8	12	337	1415	162^	645	252	623	237	590	45^	119^	266	559	234	322	221	309	333	237	65^	44^	115^				
						A	2.8	9	248	1364	214^	711	261	677	223^	472	47^	88^	218^	441	187^	261	171^	245^	304	180^	54^	40^	126^				
SPORTSWORLD																																	
SUN	4.39P	81				A	3.3	9	292	1420	278	570	315	525	250	566	107^	255	411	501	346	371	304	329	227	131^	156^	113^	128^				
	188	94	NBC		2	B	2.7	8	241	1448	248	560	307	532	276	616	117^	280	430	561	375	434	313	372	261	128^	158^	100^	114^				
	4.30 - 5.00					C	3.6	9	319	1448	223	521	274	501	257	699	75^	240	436	670	407	474	361	428	338	196	106	61^	122				
	5.00 - 5.30					A	2.6	7	230	1387	333	612	360	550	256^	532	80^	231^	399	484	351	357	318	325	222^	127^	139^	75^	104^				
	5.30 - 6.00					A	3.1	8	275	1383	260	539	303	494	227^	576	115^	264	443	513	381	399	328	347	231^	114^	170^	113^	98^				
						A	4.1	11	363	1425	259	558	296	524	259	559	109^	253	381	486	309	345	272	308	219	142^	149^	126^	159^				

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. APR. 4, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	50.4	52.4	53.1	54.9	55.6	57.8	59.1	62.3	64.1	65.9	66.6	66.8	65.6	64.4	63.0	61.1

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

MACGYVER (R)				ABC MONDAY NIGHT MOVIE BEST FRIENDS (R)(PAE)			
11,160	12.6	11.7 *		12,850	14.1 *	14.7 *	14.3 *
21	21	21 *		22	22 *	22 *	23 *
11.4	12.0	13.2		14.0	14.2	14.6	14.0

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

KATE & ALLIE (R)		DESIGNING WOMEN (R)		CBS NCAA BSKBL CHAMPSHIPS KANSAS VS OKLAHOMA (9:00-11:12)(PAE)			
12,140	13.7	12,760	14.4	16,660	16.5 *	18.0 *	20.7 *
24	24	24	24	30	26 *	28 *	33 *
12.9	14.6	13.6	15.3	15.9	17.2	18.0	21.3

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

NBC MONDAY NIGHT MOVIES MARIO PUZO'S THE FORTUNATE PILGRIM, PART 2							
11,520	13.0	11.1 *		11.6 *	13.2 *	13.8 *	14.0 *
21	21	20 *		19 *	20 *	21 *	23 *
11.1	11.2	11.4		11.7	13.0	14.0	13.9

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.5	11.7	11.2	11.2	12.4	13.0	11.0	9.3
24	22	20	18	19	19	17	15

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.8	2.8	2.6	2.9	3.5	3.9	2.8	2.4
7	5	5	5	5	6	4	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0	2.3	2.9	3.4	3.4	3.5	2.3	2.2
4	4	5	6	5	5	4	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.9	5.4	5.9	6.8	7.8	7.6	8.2	6.9
10	10	10	11	12	11	13	11

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7	1.9	2.4	3.0	3.4	2.9	2.5	2.5
3	4	4	5	5	4	4	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	50.3	51.5	52.5	54.9	56.7	59.0	60.4	61.9	62.1	62.6	62.9	62.3	59.1	57.4	56.3	54.7

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

					WHO'S THE BOSS? (R)		WONDER YEARS		MOONLIGHTING (R)(PAE)				THIRTYSOMETHING (R)			
					15,240		15,150		12,320				11,250			
					17.2		17.1		13.9	*		14.0 *	12.7		12.9 *	12.4 *
					30		28		22	*		22 *	22		22 *	22 *
					16.0	18.3	17.1	17.2	14.0	13.7	13.5	14.5	13.3	12.6	12.3	12.5

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

									SPECIAL MOVIE PRESENT-CBS PEE WEE'S BIG ADVENTURE (PAE)						CAGNEY & LACEY	
					8,860								10,810			
					10.0	7.5 *		9.1 *		11.5 *		11.7 *	12.2		11.9 *	12.4 *
					16	13 *		15 *		18 *		19 *	21		20 *	22 *
					7.4	7.6	8.8	9.3	11.4	11.6	12.6	10.9	11.6	12.3	12.4	12.4

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

					14,260				14,880				10,810			
					16.1	14.7 *		17.4 *	16.8		16.6 *	17.0 *	12.2		12.4 *	12.0 *
					27	25 *		28 *	27		27 *	27 *	21		21 *	22 *
					14.1	15.4	16.9	17.9	16.4	16.9	17.1	16.8	12.6	12.2	12.2	11.6

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.2																
26																
	13.3															
	25															
					11.4											
					20											
						11.6										
						19										
								12.0								
								19								
									12.0							
										12.0						
											12.2					
											21					
												10.9				
												20				

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.2																
8																
	4.0															
	7															
					3.4											
					6											
						3.8										
						6										
								3.9								
								6								
									4.1							
									7							
										4.3						
										7						
											4.5					
											8					

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6																
3																
	2.0															
	4															
					2.7											
					5											
						2.6										
						4										
								3.0								
								5								
									2.9							
									5							
										2.3						
										4						
											2.3					
											4					

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.0																
10																
	5.4															
	10															
					5.6											
					10											
						5.7										
						9										
								6.8								
								11								
									6.9							
									11							
										6.7						
										12						
											5.6					
											10					

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6																
3																
	2.1															
	4															
					2.5											
					4											
						2.7										
						4										
								3.4								
								5								
									3.6							
									6							
										3.5						
										6						
											3.4					
											6					

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	53.4	54.8	55.3	56.8	57.3	59.0	59.5	60.7	60.3	61.5	61.6	61.0	58.3	57.1	55.9	54.2

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

GROWING PAINS (R)	HEAD OF THE CLASS (R)	HOOPERMAN	JUST IN TIME (PAE)	HEARTBEAT
14,710	14,180	12,940	10,990	10,900
16.6	16.0	14.6	12.4	12.3
28	26	24	20	22
15.6	17.6	14.5	12.7	12.4
		14.7	12.0	12.4
				12.2
				12.3 *
				22 *
				12.4

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

<SMOTHERS BROS COMEDY HOUR>	JAKE AND THE FATMAN (PAE)	EQUALIZER
9,300	13,110	12,580
10.5	14.8	14.2
18	23 *	25 *
10.2	13.9	14.2
	14.6	14.0
	15.5	14.4
		14.1 *
		24 *
		14.3 *
		26 *
		14.2

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

AARON'S WAY	A YEAR IN THE LIFE	BRONX ZOO
12,490	10,900	8,150
14.1	12.3	9.2
24	20 *	16 *
12.8	11.9	9.6
	12.1	9.3
	12.7	9.0
		9.4 *
		16 *
		9.1 *
		17 *
		9.2

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

14.6	14.5	12.3	12.4	12.6	12.8	12.2	10.5
27	26	21	21	21	21	21	19

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.7	3.5	3.3	2.8	2.8	2.7	2.5	2.1
7	6	6	5	5	4	4	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9	2.3	2.6	2.5	1.9	1.8	3.0	3.1
4	4	4	4	3	3	5	6

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.6	6.4	5.5	6.0	6.6	7.1	7.1	6.9
10	11	9	10	11	12	12	13

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8	1.7	2.5	2.9	4.2	4.1	4.6	3.9
3	3	4	5	7	7	8	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. APR. 7, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	53.9	55.0	55.5	56.9	56.6	58.1	58.3	59.7	60.8	61.8	61.5	61.8	61.2	60.1	58.8	56.8

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

PROBE				HOTEL (R)(PAE)				BUCK JAMES			
6,470	7.3	7.2 *	7.5 *	6,290	7.1 *	6.5 *	7.8 *	7,800	8.8 *	8.4 *	9.1 *
13	13	13 *	13 *	12	11 *	11 *	13	15	14 *	14 *	16 *
7.3	7.0	7.3	7.7	6.6	6.4	7.5	8.0	8.4	8.4	9.1	9.2

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

48 HOURS HOLLYWOOD				SIMON & SIMON (PAE)				KNOTS LANDING			
8,150	9.2	8.7 *	9.6 *	12,140	13.7 *	12.2 *	15.1 *	14,800	16.7 *	16.4 *	17.1 *
16	16	15 *	16 *	22	20 *	20 *	24 *	28	27 *	27 *	30 *
9.2	8.3	9.5	9.7	11.5	12.9	14.7	15.6	16.2	16.6	17.0	17.2

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

BILL COSBY SHOW (R)	MY TWO DADS SPEC. (R)	CHEERS (R)	DAYS & NIGHTS MOLLY DODD	L.A. LAW (R)
20,560	18,340	17,900	12,940	12,580
23.2	20.7	20.2	14.6	14.2
40	35	33	24	24
22.0	24.4	20.8	15.2	14.0
				14.3
				14.1
				14.1
				14.2 *
				25 *
				14.3

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

15.3	14.9	12.6	13.9	13.8	15.2	13.2	11.0
28	27	22	24	23	25	22	19

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.2	3.8	3.9	4.7	4.9	5.5	4.8	3.7
8	7	7	8	8	9	8	6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5	2.2	3.0	3.0	2.7	2.5	1.9	1.6
3	4	5	5	4	4	3	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.1	5.8	5.2	6.0	6.5	7.0	6.3	5.7
9	10	9	10	11	11	10	10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4	2.2	2.5	3.4	4.9	5.6	5.8	4.2
3	4	4	6	8	9	10	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	48.4	50.3	51.0	52.6	51.7	53.2	55.0	56.4	57.5	58.2	57.6	57.0	55.6	55.5	54.9	53.9

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

						PERFECT STRANGERS (R)		FULL HOUSE (R)		MR. BELVEDERE (R)		FAMILY MAN (PAE)				20/20
						10,190		10,540		9,210		7,970		10,540		
						11.5		11.9		10.4		9.0		11.9		
						22		21		18		16		22		
						11.0	11.9	11.5	12.2	10.5	10.2	8.7	9.2	12.0	12.4	11.7
																11.6 *
																21 *
																11.5

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.4		12.6		12.2		12.2		13.1		10.6		9.0
27		24		23		22		23		19		17

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.4		2.9		3.6		3.3		3.2		3.4		2.4		1.7
7		6		7		6		6		6		4		3

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6		2.2		2.5		2.7		1.9		2.0		1.9		1.9
3		4		5		5		3		3		3		3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.4		6.1		6.9		6.9		7.1		7.2		7.3		7.0
11		12		13		12		12		13		13		13

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0		2.1		2.6		3.0		3.5		3.6		4.2		4.9
4		4		5		5		6		6		8		9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-12 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. APR. 9, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	40.9	42.0	43.2	44.4	49.4	50.7	51.5	53.5	54.7	55.4	54.5	54.6	52.1	51.7	50.6	49.4	46.3	43.1

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

DOLLY				OHARA (R)(PAE)				SPENSER; FOR HIRE (R)					
8,060				6,200				8,860					
9.1	8.5	*		* 7.0	6.7	*		* 10.0	9.7	*			10.3
18	17	*		* 13	12	*		* 20	19	*			21
8.4	8.6		9.4	9.9	6.9	6.6	7.1	7.4	9.3	10.1	10.3		10.3

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← HIGH MOUNTAIN RANGERS →				← TOUR OF DUTY (PAE) →				← WEST 57TH →					
7,890				8,420				7,270					
8.9	8.3	*		9.5	8.9	*		8.2	8.6	*			7.8
17	17	*		17	16	*		16	17	*			16
8.2	8.4		9.4	8.8	9.0		9.9	8.8	8.4		8.1		7.4

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

227				MAMA'S BOY SPECIAL		GOLDEN GIRLS (R)		AMEN (R)		← HUNTER (R)			
10,010				10,100		16,920		14,800		12,230			
11.3				11.4		19.1		16.7		13.8	13.6 *		14.
23				22		35		31		27	26 *		28
10.5	12.1			10.9	11.8	18.4	19.8	16.5	16.9	13.9	13.2	13.9	14.

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

11.2	12.3	11.8	11.0	9.6	10.1	9.7	9.0	8.2
27	28	24	21	17	19	19	18	18

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.3	2.9	3.0	2.9	2.7	2.9	2.6	2.5	2.0
8	7	6	6	5	5	5	5	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1	2.5	2.9	3.0	2.5	2.6	2.3	2.0	1.6
5	6	6	6	5	5	4	4	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.1	6.4	6.2	6.7	6.2	6.2	6.9	6.1	4.6
15	15	12	13	11	11	13	12	10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.3	3.2	3.9	4.4	5.2	5.0	4.2	4.0	4.5
8	7	8	8	9	9	8	8	10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	39.5	37.3	34.6	32.4	28.8	25.6	22.3	20.4	18.1	16.4	14.9	13.7	12.5	11.3				

ABC TV

(1)

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 1,950
2.2
% 8
% 2.2

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

← SATURDAY NIGHT (11:30-12:48) (PAE) →

6,820
7.7
23
9.1
9.0
24
8.8
*
*
7.4
22
7.3
*
*
6.4

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

8.1
21
6.7
20
5.7
21
4.6
22
3.5
20
3.2
22
2.8
24

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7
4
1.3
4
1.3
5
1.0
5
0.9
5
1.0
7
0.7
6
^
^

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4
4
0.9
3
0.7
3
^
^
0.5
2
^
^
0.3
2
^
^
0.2
1
^
^
0.2
2
^
^

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.8
13
4.1
12
3.4
13
2.6
12
2.2
13
1.9
13
1.8
15

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.9
13
4.9
15
4.2
15
3.4
16
3.1
18
2.9
20
2.3
19

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	50.5	52.5	54.3	56.6	59.6	62.0	63.9	65.7	66.2	66.8	66.0	65.6	64.0	62.8	61.2	58.8	51.5	44.9

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	← SUPERCARRIER →				← ABC SUNDAY NIGHT MOVIE FROM RUSSIA WITH LOVE (R)(PAE) →								← DRUGS: A PLAGUE →				
	6,200				8,510								9,300				
	7.0	6.7 *		7.4 *	9.6 *	7.3 *		9.1 *		10.8 *		11.2 *	10.5 *	10.3 *		10.8 *	
	13	13 *		13 *	15	12 *		14 *		16 *		17 *	17	16 *		18 *	
	6.7	6.7	7.0	7.7	7.0	7.6	8.8	9.3	10.6	11.0	11.3	11.0	10.0	10.5	10.9	10.8	

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	← 60 MINUTES (7:08-8:08)(PAE) →				← MURDER, SHE WROTE (8:08-9:08)(PAE) →				← CBS SUNDAY MOVIE RED RIVER (9:08-11:08)(PAE) →								(1)
	16,390				19,310				16,300								3,280
	18.5	16.2 *		19.3 *	21.8 *	20.4 *		22.3 *	18.4 *	19.6 *		18.7 *		18.2 *		18.0 *	3.7
	34	31 *		35 *	34	33 *		34 *	29	29 *		28 *		29 *		30 *	8
	15.5	16.6	18.6	19.9	20.4	20.5	21.6	22.9	19.7	19.5	19.0	18.5	18.3	18.1	17.7	18.2	3.6

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	← OUR HOUSE (R) →				FAMILY TIES (R)		DAY BY DAY		← NBC SUNDAY NIGHT MOVIE SCANDAL IN A SMALL TOWN →							
	7,440				12,580		13,290		17,720							
	8.4	7.6 *		9.2 *	14.2 *		15.0		20.0	18.2 *		20.1 *		21.0 *		20.6 *
	16	15 *		17 *	23		23		31	27 *		31 *		33 *		35 *
	7.2	8.0	8.8	9.6	12.8	15.6	14.6	15.3	17.2	19.2	19.9	20.4	21.0	21.0	21.1	20.1

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

11.8		12.2		11.0		11.1		11.1		10.4		8.8		7.0		6.1
23		22		18		17		17		16		14		12		13

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.4		3.5		2.7		2.8		2.7		2.7		2.3		1.8		1.4
7		6		4		4		4		4		4		3		3

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5		1.5		2.8		3.4		2.4		2.3		2.1		1.7		1.2
3		3		5		5		4		3		3		3		2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.8		5.7		4.5		4.8		5.8		5.7		5.0		4.4		3.7
13		10		7		7		9		9		8		7		8

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.7		4.1		5.2		5.2		5.0		5.3		5.1		3.9		3.6
7		7		9		8		8		8		8		7		7

U.S. TV HOUSEHOLDS: 88,600,000
(1) CBS SUNDAY NEWS, (PAE), CBS, (11:08-11:23)

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	36.3	31.0	26.5	23.5	20.5	18.3	15.4	14.0	12.6	11.7	10.4	9.4	8.3	7.7				

ABC TV

(1)

AVERAGE AUDIENCE { 2,130
(Hhlds (000) & %) 2.4
SHARE AUDIENCE % 9
AVG. AUD. BY 1/4 HR % 2.4

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NBC TV

(2) (PAE)

AVERAGE AUDIENCE { 2,480
(Hhlds (000) & %) 2.8
SHARE AUDIENCE % 9
AVG. AUD. BY 1/4 HR % 2.8

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE 5.5
SHARE AUDIENCE % 16

SUPERSTATIONS

AVERAGE AUDIENCE 1.1
SHARE AUDIENCE % 3

PBS

AVERAGE AUDIENCE 1.2
SHARE AUDIENCE % 4

CABLE ORIG.

AVERAGE AUDIENCE 3.3
SHARE AUDIENCE % 10

PAY SERVICES

AVERAGE AUDIENCE 3.8
SHARE AUDIENCE % 11

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SUN, ABC, (11:30-11:45)
(2) G MICHAELS SPORTS MACHINE, NBC, (11:30-11:45)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR. 4-8, 1988

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	7.2	8.4	10.1	12.2	14.4	16.6	18.1	18.9	19.7	20.8	21.3	21.4	21.8	22.5	22.6	22.7	21.7	22.0

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)	GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)													
	990		1,740	3,330	3,350													
	1.1		2.0	3.8	3.8													
	13		16	20	18													
	1.1		2.0	3.8	3.8													

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

		CBS MORNING NEWS-6:30AM		CBS THIS MORNING-A (SUS)		CBS THIS MORNING-1		CBS THIS MORNING-B (SUS)		CBS THIS MORNING-2								\$25,000 PYRAMID
		1,150				1,880				1,900								2,110
		1.3				2.1				2.1								2.4
		14				11				10								11
		1.2		1.4		2.1		2.1		2.1		2.2						2.2

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

	NBC NEWS AT SUNRISE (PAE)			TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)		TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)												SALE OF THE CENTURY
	1,510			3,790		3,970												2,800
	1.7			4.3		4.5												3.2
	19			23		21												14
	1.4		2.0	4.2		4.6		4.4										3.0

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5		2.6		4.3		5.6		5.9		6.2		5.2		5.1		5.2
19		24		28		30		29		29		24		22		24

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.7		1.1		1.6		1.9		1.8		2.1		1.6		1.5		1.6
9		10		10		10		9		10		7		7		7

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

<<		0.1	^	0.4	^	0.6		1.1		1.2		1.5		1.6		1.3
<<		1	^	2	^	3		5		6		7		7		6

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.0		1.1		1.4		1.7		1.9		2.3		2.2		2.4		2.5
13		10		9		9		9		11		10		11		11

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.7		0.7		0.8		0.9		1.0		1.0		1.1		1.0		1.0
9		6		5		5		5		5		5		5		5

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	21.8	21.6	21.5	22.1	22.4	23.3	24.4	25.2	25.7	26.4	27.8	28.3	27.4	27.6	26.8	27.2	27.5	27.8

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

WHO'S THE BOSS?

HOME

RYAN'S HOPE

LOVING

← ALL MY CHILDREN →

← ONE LIFE TO LIVE (PAE) →

2,920
3.3
15
3.2

3.4

2,220
2.5
11
2.6

2.5

2,040
2.3
9
2.3

2.3

3,350
3.8
15
3.6

3.9

5,970
6.7
24
6.1

6.4

*
23
7.1

7.2

*
26
7.25,880
6.6
24
6.5

6.5

*
24
6.7

6.7

*
24
6.8**CBS TV**

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NEW CARD SHARKS

PRICE IS RIGHT 1

PRICE IS RIGHT 2 (PAE)

← YOUNG AND THE RESTLESS → BOLD AND THE BEAUTIFUL

← AS THE WORLD TURNS →

2,520
2.8
13
2.8

2.9

4,200
4.7
22
4.5

5.0

5,420
6.1
27
6.0

6.3

6,660
7.5
29
7.0

7.2

*
28
7.4

7.8

*
29
7.8

7.9

*
19
5.2

5.1

5,780
6.5
24
6.2

6.4

*
24
6.5

6.7

*
24
6.7*
24
6.7**NBC TV**

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CLASSIC CONCENTRATION

WHEEL OF FORTUNE

WIN, LOSE OR DRAW

SUPER PASSWORD

SCRABBLE

← DAYS OF OUR LIVES →

← ANOTHER WORLD (PAE) →

3,140
3.5
16
3.5

3.6

4,240
4.8
21
4.8

4.8

3,630
4.1
18
3.9

4.2

3,010
3.4
14
3.3

3.5

3,530
4.0
15
3.9

4.1

5,720
6.5
23
6.1

6.2

*
22
6.3

6.6

6.7

*
24
5.14,410
5.0
18
5.0

5.0

*
19
5.0

4.9

*
18
4.9**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.8
224.4
204.8
214.9
205.2
205.1
185.4
205.6
215.9
21**SUPERSTATIONS**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5
71.5
71.7
81.8
71.9
71.6
61.7
61.6
61.6
6**PBS**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1
50.7
30.7
30.8
30.7
30.7
30.6
20.5
20.4
2**CABLE ORIG.**

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.4
112.4
112.4
112.6
112.8
112.9
102.8
103.1
123.2
11**PAY SERVICES**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1
51.0
51.0
41.0
41.0
40.8
30.8
30.8
30.9
3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	27.3	28.0	28.5	29.4	29.4	31.1	32.6	34.2	35.4	37.1	38.6	40.3	44.9	46.5	47.4	49.1

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← GENERAL HOSPITAL →

ABC NEWS
WORLD TONIGHT6,270
7.1
25
6.97.0
25
7.0*
*
7.27.2
25
7.2*
*
7.28,630
9.7
20
9.5

10.1

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← GUIDING LIGHT (PAE) →

CBS EVENING
NEWS-RATHER5,510
6.2
22
6.16.2
22
6.2*
*
6.36.3
22
6.3*
*
6.38,260
9.3
20
9.3

9.4

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← SANTA BARBARA →

(PAE)

NBC NIGHTLY
NEWS3,970
4.5
16
4.44.4
16
4.5*
*
4.54.5
16
4.5*
*
4.57,510
8.5
18
8.4

8.6

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.2
237.0
247.7
259.0
2710.1
2811.2
2813.2
2914.5
30**SUPERSTATIONS**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6
62.0
72.1
72.6
82.8
83.0
83.0
73.2
7**PBS**

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.5
20.6
20.8
31.0
31.0
31.1
31.3
31.4
3**CABLE ORIG.**

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.5
133.8
134.0
134.1
124.0
114.4
114.6
104.9
10**PAY SERVICES**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.0
41.1
41.1
41.2
41.3
41.2
31.4
31.6
3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	7.4	8.4	9.7	11.1	13.1	15.2	17.0	19.5	22.4	24.2	25.5	27.0	27.9	28.5	28.1	27.9	27.7	27.9

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

LITTLE CLOWNS-ALL HAPPYTOWN	970	2,040	3,010	3,010	3,990	4,080	4,250
	1.1	2.3	3.4	3.4	4.5	4.6	4.8
	8	13	14	13	16	16	17
	1.0	1.3	2.0	2.6	3.3	4.4	5.0

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HELLO KITTY	1,680	2,660	3,810	4,610	5,320	3,900	3,720
	1.9	3.0	4.3	5.2	6.0	4.4	4.2
	13	16	18	20	21	16	15
	1.6	2.2	2.8	4.0	5.9	4.6	4.2

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GUMMI BEARS (PAE)	2,920	4,160	5,230	5,580	4,780	4,960	3,540
	3.3	4.7	5.9	6.3	5.4	5.6	4.0
	23	26	25	24	19	20	15
	2.9	3.7	4.2	5.7	5.3	5.6	4.1

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.3	3.1	3.8	3.9	4.5	5.2	5.9	6.4	6.4
29	30	27	21	19	20	21	23	23

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.9	1.3	1.5	1.8	1.5	1.5	1.5	1.7	1.9
11	13	11	10	6	6	5	6	7

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1	0.2	0.4	0.6	0.9	1.4	1.3	1.4	1.4
1	2	3	3	4	5	5	5	5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4	2.0	2.7	2.9	3.4	3.7	4.0	4.3	4.9
18	19	19	16	15	14	14	15	18

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2	1.2	1.2	1.6	2.0	2.3	2.4	1.8	1.8
15	12	9	9	9	9	9	6	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	27.9	27.8	27.5	28.0	27.5	27.4	27.1	26.9	26.8	26.9	26.3	26.3	26.7	27.5	27.6	28.1	28.6	29.8

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	FLINISTONE KIDS	ANIMAL CRACK- UPS	HEALTH SHOW	CHICAGO VOLVO TENNIS-SAT (1:00-3:03)(PAE)										PRO BOWLERS TOUR (3:03-4:31)(PAE)				
	3,630	3,810	1,860	1,060											3,370			
	4.1	4.3	2.1	1.2	1.5	*		1.1	*		1.1	*		1.1	*	3.8	3.6	*
	15	15	8	4	6	*		4	*		4	*		4	*	13	13	*
	4.2	4.1	4.2	4.4	2.2	2.0	1.8	1.2	1.1	1.1	1.1	1.1	1.0	1.2	3.4	3.8	4.0	3.9

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	DENNIS THE MENACE	TEEN WOLF	GALAXY HIGH SCHOOL	MASTERS GOLF TOURN. SAT (3:30-6:00)													
	3,100	2,750	3,010	3,900													
	3.5	3.1	3.4	4.4													
	13	11	12	14													
	3.5	3.5	3.0	3.1	3.4	3.5											3.0
																	10
																	3.1

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	NEW ARCHIES	FOOFUR (PAE)	I'M TELLING	FAMILY CIRCLE TENNIS-SAT										(1)	(2)			
	3,630	2,660	1,860	2,130											3,630	5,230		
	4.1	3.0	2.1	2.4	2.5	*		2.0	*		2.4	*		2.6	*	4.1	5.9	
	17	10	7	9	9	*		7	*		9	*		10	*	15	18	
	4.0	4.2	2.9	3.0	2.0	2.1	2.7	2.2	1.9	2.1	2.4	2.4	2.5	2.6	4.0	4.8	5.7	6.1

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

	7.3	7.4	7.8	7.9	8.2	8.5	8.8	7.9	8.6
	26	27	28	29	31	32	32	28	29

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	2.4	2.2	2.1	2.5	2.5	2.5	2.5	1.9	1.8
	9	8	8	9	9	10	9	7	6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	1.3	1.1	1.5	1.7	1.8	1.6	1.9	1.8	1.8
	5	4	5	6	7	6	7	6	6

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

	4.9	5.0	5.5	6.0	6.2	6.0	6.1	5.5	4.9
	18	18	20	22	23	23	23	20	17

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

	2.0	2.0	2.1	2.4	2.1	1.9	2.4	2.6	2.2
	7	7	8	9	8	7	9	9	8

U.S. TV HOUSEHOLDS: 88,600,000

(1) NBC MAJOR LEAGUE PRE GAME, (PAE), NBC, (3:00-3:19)

(2) NBC MAJOR LEAGUE BASEBALL, NY METS VS PHILADELPHIA, TORONTO VS MINNESOTA, (PAE), NBC, (MULTI SEGMENT)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	30.2	30.5	31.6	32.7	33.0	34.2	34.3	35.2	36.5	37.9	39.5	40.4

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

PRO BOWLERS
TOUR
(3:03-
4:31)(PAE)

← ABC WIDE WORLD-SPORTS SAT
(4:31-6:00)(PAE) →

ABC WRLD NEWS
TONIGHT-SAT

	3.8	*	3,100	3.1	*	3.5	*	3.8	*	5,490	
	12	*	3.5	10	*	10	*	11	*	6.2	
	3.9	3.7	3.0	3.2	3.3	3.8	3.5	4.1		15	
										6.1	6.3

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

MASTERS GOLF TOURN. SAT.
(3:30-6:00)

CBS SAT. NEWS-
SCHIEFFER

	3.9	*	4.4	*	5.1	*	5.5	*	5,230	
	13	*	14	*	15	*	16	*	5.9	
	3.7	4.0	4.4	4.3	4.9	5.3	5.6	5.4	14	
									5.7	6.0

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← NBC MAJOR LEAGUE BASEBALL
NY METS VS PHILADELPHIA TORONTO VS MINNESOTA
(MULTI SEGMENT)(PAE) →

NBC NIGHTLY
NEWS-SAT.

	6.1	*	6.2	*	6.0	*	5.6	*	5,490	
	20	*	19	*	18	*	16	*	6.2	
	6.1	6.1	6.3	6.1	6.1	5.9	5.6	5.6	15	
									6.0	6.4

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

9.0	10.2	10.0	10.3	11.2	11.9
30	32	30	30	30	30

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9	2.6	2.5	2.8	3.5	3.8
6	8	7	8	9	10

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5	1.5	1.6	2.1	2.1	2.3
5	5	5	6	6	6

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.0	5.5	5.8	6.2	5.9	5.7
17	17	17	18	16	14

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.5	2.8	3.0	3.1	2.9	3.0
8	9	9	9	8	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	5.6	6.0	7.1	8.6	11.1	13.2	15.3	17.0	19.8	22.4	24.1	25.1	26.1	26.8	27.1	27.4	27.0	27.8

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

BUSINESS WORLD

710
0.8
3
0.8 0.8

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES (SUS)

SUNDAY MORNING

FACE THE NATION

3,190
3.6
15
2.9
3.3
15
3.7
*
*
3.8
3.7
*
3.6
3.9
*
4.0
2.5
*
2.5
2.4

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

1,590
1.8
10
1.3
1.4
11
1.5
*
*
1.8
1.8
10
1.8
*
*
2.1
2.1
*
3.4
*
13
2.9
3.0
12
3.1
*
*
3.9
14
4.1
*
*

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4 24 1.8 23 3.4 28 5.1 31 6.1 29 7.2 29 7.5 28 9.3 34 10.0 36

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.5 9 ^ 0.6 8 ^ 1.3 11 1.9 12 2.4 11 2.9 12 2.5 9 3.2 12 3.2 12

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1 2 v 0.3 4 ^ 0.8 7 1.4 9 1.9 9 1.7 7 1.7 6 1.8 7 1.7 6

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4 24 1.9 24 2.7 22 3.5 22 4.1 19 4.6 19 5.2 20 5.4 20 5.3 19

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3 22 1.5 19 1.7 14 1.8 11 2.7 13 3.8 15 3.8 14 3.3 12 3.6 13

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	28.3	28.9	28.8	29.3	29.2	29.4	28.9	30.0	30.5	30.9	30.5	30.6	31.1	30.8	30.6	31.2	31.3	31.6

ABC TV

←THIS WEEK-DAVID BRINKLEY→

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

2,660
3.0
11
2.6

2.9
10
3.1

*
*
3.2

3.2
11
3.2

*
*
3.2

800
0.9
3
1.2

1.1
4
1.0

*
*
1.0

0.9
3
0.9

*
*
0.8

0.8
3
0.7

*
*
0.7

0.7
3
0.7

0.7
3
0.7

0.7
3
0.7

0.7
3
0.7

0.7
3
0.7

0.7
3
0.7

0.7
3
0.7

0.7
3
0.7

0.7
3
0.7

0.7
3
0.7

0.7
3
0.7

0.7
3
0.7

0.7
3
0.7

0.7
3
0.7

0.7
3
0.7

CBS TV

←NBA ON CBS
BOSTON VS PHILADELPHIA→

←CBS SPORTS SUNDAY→

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

4,520
5.1
17
3.4

3.7
13
4.0

*
*
4.9

5.1
17
5.2

*
*
5.6

5.5
18
5.4

*
*
5.5

5.5
18
5.5

*
*
5.8

5.9
19
5.9

*
*
5.0

5.2
17
5.4

*
*
5.6

5.2
17
4.9

*
*
4.9

4,610
5.2
17
5.0

*
*
5.0

5.2
17
5.4

*
*
5.6

5.2
17
4.9

*
*
4.9

5.2
17
4.9

*
*
4.9

5.2
17
4.9

*
*
4.9

5.2
17
4.9

*
*
4.9

NBC TV

←FAMILY CIRCLE TENNIS-SUN
(2:30-4:39)(PAE)→

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

1,770
2.0
6
1.7

1.7
5
1.7

*
*
1.8

1.8
6
1.8

*
*
1.8

1.8
6
1.8

*
*
1.8

1.8
6
1.8

*
*
1.8

1.8
6
1.8

*
*
1.8

1.8
6
1.8

*
*
1.8

1.8
6
1.8

*
*
1.8

1.8
6
1.8

*
*
1.8

1.8
6
1.8

*
*
1.8

1.8
6
1.8

*
*
1.8

1.8
6
1.8

*
*
1.8

1.8
6
1.8

*
*
1.8

1.8
6
1.8

*
*
1.8

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

11.6
41

11.7
40

11.2
38

10.1
34

11.5
37

11.2
37

11.4
37

11.6
38

12.0
38

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.7
13

4.2
14

4.1
14

3.6
12

4.3
14

3.5
11

3.2
10

2.9
9

3.3
10

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7
6

1.4
5

1.6
5

1.4
5

1.0
3

1.3
4

1.4
5

1.3
4

1.3
4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.2
18

5.6
19

5.5
19

5.5
19

5.7
19

6.0
20

6.4
21

6.8
22

7.1
23

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.3
12

3.2
11

3.2
11

3.2
11

2.8
9

2.6
8

2.6
8

2.6
8

2.6
8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	32.3	33.6	34.6	35.6	36.5	37.6	38.3	39.6	41.6	44.1	45.6	46.8						

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

2,040																		
2.3	1.7	*		2.1	*	2.5	*	2.8	*									
6	5	*		6	*	7	*	7	*									
1.6	1.8	2.0		2.3	2.4	2.6	2.8	2.8										

CHECKER 200

ABC WRLD NEWS
TONIGHT-SUN

5,050
5.7
12
5.4 5.9

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

7,620																		
8.6	5.9	*		6.9	*	8.1	*	9.0	*	9.6	*	10.5	*					
22	18	*		20	*	22	*	23	*	22	*	23	*					
5.6	6.2	6.7		7.1	7.8	8.3	8.6	9.4	9.5	9.7	10.2	10.8						

MASTERS GOLF TOURN.-SUN
(4:00-7:08)(PAE)**NBC TV**

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

(1)																		

SPORTSWORLD
(4:39-6:00)(PAE)NBC NIGHTLY
NEWS-SUN

2,920
2.2
7
2.2
2.2
2.3
2.6
7
3.0
3.3
3.9
4.1
11
4.4
6,380
7.2
15
7.2 7.2

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.2		12.7		12.3		12.2		12.2		12.9
37		36		33		31		29		28

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.3		3.2		2.7		2.3		2.6		3.0
10		9		7		6		6		6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5		1.6		1.7		1.9		1.4		1.6
5		5		5		5		3		3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

7.0		7.0		7.3		6.9		6.5		6.4
21		20		20		18		15		14

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.5		2.5		2.5		2.7		3.1		3.4
8		7		7		7		7		7

U.S. TV HOUSEHOLDS: 88,600,000
(1) FAMILY CIRCLE TENNIS-SUN,(PAE),NBC,(2:30-4:39),(S)

For explanation of symbols, See page B.